

ABSTRACT OF THE DISCLOSURE

A system, including apparatuses and methods, for operating a subscription-based virtual computing services provider and for providing virtual computing services to subscribers thereto. The services provider enrolls subscribers to receive subscriber-selectable virtual computing
5 services and provides such services to subscribers in exchange for the payment of a subscription fee based, at least in part, on the particularly selected computing services. The virtual computing services are provided through a communication network and accessible via subscriber devices having different degrees of robustness and via subscriber-selected user interfaces. A virtual non-volatile storage is allocated to each subscriber in a subscriber-selected storage capacity. The
10 virtual non-volatile storage may be used for the storage and execution of software applications therein and/or for the storage of uploadable or downloadable data therein. Subscribers may configure their virtual non-volatile storage with a subscriber-selected operating system and/or software application(s) that may be provided and maintained by the services provider.